

S. Okamoto et al.  
U.S. Serial No. 09/835,194  
Page 11 of 12

### REMARKS

Applicants appreciate the courtesy of Examiner Shapiro conducting a telephone interview with Applicants' representative on May 19, 2006. During the interview, Applicants' representative described the Applicants' invention and proposed an amendment to the independent claims, which is submitted herewith. The Examiner agreed that the proposed amendment would distinguish over the Lee reference.

Claims 1, 3-9, 13, 15, 21, 22, 24-26, 28, 30, 34, 41, 42, 44-46, 48, and 50 are pending in the application. Claims 1, 22, and 42 have been amended by the present amendment. The amendments are fully supported by the application as originally filed (see, e.g., specification at page 32, last paragraph to page 34, second paragraph; and FIGS. 1-3).

As amended, independent claim 1 recites an image reproducing method in which the maximum output brightness of a pixel is independent of gamma compensation calculated according to the exponential function.

Similarly, independent claims 22 and 42 have been amended to recite an image display apparatus and a picture signal compensation device, respectively, in which maximum output brightness of a pixel is independent of gamma compensation calculated according to the exponential function.

Claims 1 and 3-6 were rejected under 35 USC §102(b) as being anticipated by U.S. Patent 5,546,134 to Lee. Claims 8, 22, 24-26, 30, 42, and 44-46 were rejected under 35 USC §103(a) as being unpatentable over Lee in view of U.S. Patent 6,289,162 to Uehara et al. ("Uehara"). The remaining dependent claims were rejected on various combinations of prior art references. These rejections are respectfully traversed.

On page 3 of the Office Action of 03/02/2006, it was stated: "**maximum output brightness is equivalent to brightness in the Lee reference.**"

S. Okamoto et al.  
U.S. Serial No. 09/835,194  
Page 12 of 12

However, there is no teaching or suggestion in Lee that maximum output brightness of a pixel is independent of gamma compensation calculated according to the exponential function.

In contrast, Lee teaches that "contrast adjustment using the input-output characteristic curves  $y_1$ ,  $y_2$ , and  $y_3$  is performed at the respective divided areas of the nAPL" (column 3, lines 39-42 of Lee). In other words, Lee discloses that brightness is corrected according to the input-output characteristic curves shown in FIG. 3, and thus depends on exponential functions to calculate output brightness.

Therefore, the Lee reference, whether taken alone or in combination with Uehara, does not teach or suggest an arrangement whereby maximum output brightness of a pixel is independent of gamma compensation calculated by the exponential function.

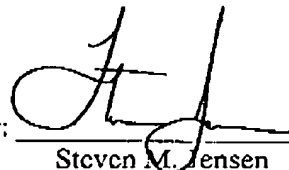
For at least the reasons discussed above, Lee does not anticipate or otherwise render obvious, when taken in combination with Uehara, the Applicants' claimed invention.

It is believed that the claims are now in condition for allowance. However, if there are any outstanding issues, the Examiner is urged to call the Applicants' representative at the telephone number listed below.

Respectfully submitted,

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